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1.   (Currently amended) A process for authoring electronic
information for presentation at an interactive electronic
display with which an item may be ordered, comprising the
steps of:

        providing at least a first template defining a
default pattern including a plurality of identified
groups of cells <u>by a host server</u>;

        providing group information comprising data
records associating at least one of the cells to each
of the plurality of identified groups <u>by the host
server</u>;

        providing local presentation information
comprising data records associating each of a
plurality of presentation objects with at least one of
said identified groups <u>by an intermediate server</u>; and

        reading said default pattern along with accessing
said group information and said local presentation
information, filling-in said cells with a number of
the presentation objects <u>by the intermediate server</u>.

2.   (Original) The process of Claim 1 wherein:
        said step of providing group information further
comprises optionally assigning cell characteristics;
        said group information is organized as a data
structure;
        said presentation information is organized as a
data structure;
        each of said plurality of presentation objects
comprises at least one module of data having
multisensory attributes; and
        each of said cells comprises a defined area of a
display whereupon activation results in at least one

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action selected from the group consisting of ordering an item, deleting an item, controlling a peripheral, navigating though dialog, controlling an internal dialog process, controlling an external process, and presenting at least one of said objects.

3.   (Original) The process of Claim 1 wherein:

said step of providing at least a first template further comprises providing a DI(Original) ALOG template to include said first template and a second and third template, each defining a respective second and third default pattern; and

said step of providing group information further comprises assigning cell characteristics, and said cell characteristics comprises a characteristic selected from the group consisting of cell functions, multisensory attributes, and cell layout patterns.

4.   (Original) The process of Claim 3 wherein:

said group information is organized as a data structure;

said identified groups comprise a first, second, and third parent group, each respectively associated with said first, second, and third template; and

said step of providing group information further comprises identifying at least a first and second subgroup for each of said parent groups.

5.   (Original) The process of Claim 4 wherein:

said step of providing group information further comprises associating each of said first and second display areas with a respective one of said identified

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subgroups, associating at least one cell to each of
said identified subgroups, and said assigning cell
characteristics comprises doing so for each of said
identified subgroups of cells; and

    said step of providing local presentation
information comprises further associating each said
presentation object with one of said identified
subgroups.

6.   (Original) The process of Claim 1:

    wherein said step of providing group information
further comprises assigning initial cell
characteristics;

    wherein said step of providing local presentation
information further comprises assigning local cell
characteristics to any of said cells; and

    further comprising the step of, after said
accessing of said group information and said local
presentation information, overriding any of said
initial cell characteristics of said group information
with any of said local cell characteristics for which
there is an overlap.

7.   (Original) The process of Claim 6 wherein:

    said initial cell characteristics comprise a
characteristic selected from the group consisting of
cell functions, multisensory attributes, and cell
layout patterns; and

    said step of filling-in comprises populating each
said cell with any respective of said presentation
objects according to said data records of said local

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presentation information to generate the presentation
at an interactive kiosk.

8. (Original) The process of Claim 1 wherein:
said identified groups comprise (a) a first parent
group associated with said first template, and (b) a second
parent group associated with a second template defining a
second default pattern; and
said step of providing group information further
comprises:

identifying at least a first and second subgroup
for each of said parent groups;

associating each of a first and second display
area of said first default pattern with a respective
first- and second- subgroup of said first parent
group;

associating each of a first and second display
area of said second default pattern with a respective
first- and second- subgroup of said second parent
group; and

associating a plurality of cells respectively
with each of said subgroups.

9. (Original) The process of Claim 8 wherein:
said step of providing group information further
comprises assigning cell characteristics for each of
said parent groups; and
said step of providing local presentation
information comprises further associating each said
presentation object with one of said subgroups.

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10. (Original) The process of Claim 9 wherein said step of providing group information further comprises assigning cell characteristics for each of said plurality of cells associated with said subgroups; and further comprising, after said step of providing group information and before said step of reading said default pattern, the step of editing said group information, based upon a level of access granted to do so.

11. (Original) The process of Claim 8 wherein each of said plurality of presentation objects comprises at least one module of data having multisensory attributes; and further comprising the step of, reading said first and second default pattern along with accessing said group information and creating a respective first and second intermediary display pattern such that each said first and second intermediary display pattern has said cell-to-subgroup associations of said respective first and second default pattern.

12. (Original) The process of Claim 11 further comprising the step of copying and storing said second intermediary display pattern as a plurality of instantiation second display patterns; and wherein:

said creating said first and second intermediary display patterns occurs at a first location;

said step of reading said default pattern further comprises reading said first and second intermediary pattern and each of said instantiation second display patterns; and

said step of filling-in comprises, at a second location, populating each said cell of said first and

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second intermediary display patterns and each of said instantiation second display patterns with any respective of said presentation objects according to said data records of said local presentation information.

13. (Currently Amended) A process for authoring electronic information for presentation at an interactive electronic display with which an item may be ordered, comprising the steps of:

   providing at least a first template defining a default pattern having a first and second display area by a host server;

   providing initial group information comprising data records associating at least one cell to each of a subgroup associated with each said first and second display area by the host server;

   editing said initial group information, based upon a level of access granted to do so by the host server;

   providing local presentation information comprising data records associating each of a plurality of presentation objects with at least one of said subgroups by an intermediate server; and

   reading said first and second default patterns along with accessing said edited group information and said local presentation information, populating each said cell with any respective of said presentation objects according to said data records of said local presentation information by the intermediate server.

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14. (Currently amended) A system for authoring electronic information for presentation at an interactive electronic display with which an item may be ordered, the system comprising:

a DIALOG template residing on a host server, said DIALOG template comprising at least a first template defining a default pattern including a plurality of identified groups of cells;

group information residing on said host server, said group information comprising data records associating at least one of the [cell] cells to each of [a] the plurality of identified groups;

local presentation information residing on an intermediate server, said local presentation information comprising data records associating each of a plurality of presentation objects with at least one of said identified groups; and

a processor residing on said intermediate server, said processor adapted for, after reading said default pattern and accessing said group information and said local presentation information, filling-in said cells with a number of the presentation objects.

15. (Original) The system of Claim 14 wherein:

said first default pattern defines at least a first and second display area;

said DI (Original) ALOG template further comprises a second and third template respectively defining a second and third default pattern, each of which has first and second display areas;

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said identified groups comprise a first, second, and third parent group, each respectively associated with said first, second, and third template; and

said data records of said group information further identify a first and second subgroup for each of said parent groups.

16. (Original) The system of Claim 14 wherein:

said DIALOG template originates at a first location and said processor is at a second location;

said group information is organized as a data structure;

said presentation information is organized as a data structure;

each of said plurality of presentation objects comprises at least one module of data having multisensory attributes; and

each of said cells comprises a defined area of a display whereupon activation results in at least one action selected from the group consisting of ordering an item, deleting an item, controlling a peripheral, navigating though dialog, controlling an internal dialog process, controlling an external process, and presenting at least one of said objects.

17. (Original) The system of Claim 14 further comprising an interactive display adapted for viewing the presentation; and wherein:

said data records of said group information further associate initial cell characteristics for each said cell;

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said data records of said local presentation
information further associate local cell
characteristics to each said cell; and

said filling-in comprises populating each said
cell with any respective of said presentation objects
according to said data records of said local
presentation information, and such that said local
cell characteristics override any of said initial cell
characteristics for which there is an overlap.

18.   (Original) The system of Claim 14 further comprising a
second processor adapted for permitting editing, based upon
a second level of access granted to do so, of said group
information; and wherein said first processor is further
adapted for permitting editing, based upon a first level of
access granted to do so, of said local presentation
information, said first level of access being more-
restricted than said second level.

19.   (Original) The system of Claim 14 further comprising
an intermediary display pattern created at a first location
using said default pattern and having accessed said group
information such that said intermediary display pattern has
said cell-to-group associations of said default pattern;
and wherein:

said processor is at a store location, said
default pattern read for said filling-in said cells is
said intermediary display pattern;

said identified groups comprise (a) a first
parent group associated with said first template, and
(b) a second parent group associated with a second
template defining a second default pattern;

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said data records of said group information
further identify at least a first and second subgroup
for each of said parent groups, and further associate
at least one cell with each of said subgroups; and

said data records of said local presentation
information further associate each said presentation
object with one of said identified subgroups.

20.   (Currently amended) A computer executable program code
on a computer readable storage medium for authoring
electronic information for presentation at an interactive
electronic display with which an item may be ordered, the
program code comprising:

a <u>host server provided</u> first program sub-code for
providing at least a first template defining a default
pattern including a plurality of identified groups of
cells;

a <u>host server provided</u> second program sub-code
for creating group information comprising data records
associating at least one of the cells to each of the
plurality of identified groups;

[a] <u>an intermediate server provided</u> third program
sub-code for providing local presentation information
comprising data records associating each of a
plurality of presentation objects with at least one of
said identified groups; and

[a] <u>an intermediate server provided</u> fourth
program sub-code for reading said default pattern,
accessing said initial group information and said
local presentation information, and filling-in said
cells with a number of the presentation objects.

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21.   (Original) The program code of Claim 20 wherein said second program sub-code further comprises assigning a cell characteristic, said cell characteristic comprising a characteristic selected from the group consisting of cell functions, multisensory attributes, and cell layout patterns; and further comprising:

a fifth program sub-code permitting editing of said group information, based upon a first level of access granted to do so, before said step of reading said default pattern and filling-in said cells; and

a sixth program sub-code permitting editing of said local presentation information, based upon a second level of access granted to do so, before said step of reading said default pattern and filling-in said cells.

22.   (Original) The program code of Claim 20 wherein:

said identified groups comprise a first parent group associated with said first template;

said second program sub-code comprises instructions for identifying a first and second subgroup for said parent group, said first subgroup associated with a first display area of said default pattern, said second subgroup associated with a second display area of said default pattern, and further associating at least one cell with each of said subgroups; and

said third program sub-code comprises instructions for further associating each said presentation object with one of said identified subgroups.

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23. (Original) The program code of Claim 20:

further comprising a fifth program sub-code for creating an intermediary display pattern at a first location using said default pattern and said group information such that said intermediary display pattern has said cell-to-group associations of said default pattern;

wherein said fourth program sub-code comprises instructions for reading said intermediary pattern and for filling-in each said cell with any respective of said presentation objects according to said data records of said local presentation information; and

further comprising a sixth program sub-code for generating the presentation at an interactive kiosk at a second location.

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